

ORDER



Orders
Order / Rev: 711951
Alt Order #: 06306786
Product Desc: AMERICAN CROSSROADS
Estimate: 952
Flight Dates: 09/18/12 - 09/25/12
Original Date / Rev: 09/06/12 / 09/17/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Crossroads Media/ POL
Buying Contact: Emily Milhoan
Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: American Crossroads
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	8	\$89,600.00	\$76,160.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	8	\$89,600.00	\$76,160.00	0.00
Totals	8	\$89,600.00	\$76,160.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	09/21/12	09/21/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	----F--	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
BLUE BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--			1			\$12,000.00		0.00			
2	WTSP	09/22/12	09/22/12	Sat Prime C 48 Hours Mystery	CM	Sat 10-11p	-----S-	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
48 HOURS MYSTERY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-			1			\$6,000.00		0.00			
3	WTSP	09/23/12	09/23/12	NFL Football Game #1 NFL Football Game #1	CM	1-4p	-----S	:30	1	\$16,000.00	P-2	0.00	NM	1	\$16,000.00
NFL ON CBS WEEK 3 GM 19/23/12 NYJE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S			1			\$16,000.00		0.00			
4	WTSP	09/23/12	09/23/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
10 NEWS-11P SU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S			1			\$2,800.00		0.00			
5	WTSP	09/23/12	09/23/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
60 MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S			1			\$14,000.00		0.00			

Order / Rev: 711951
 Alt Order #: 06306786
 Flight Dates: 09/18/12 - 09/25/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 952

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WTSP	09/18/12	09/18/12	Tue Prime A NCIS	CM	Tue 8-9p	-T-----	:30	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$20,000.00		0.00						
7	WTSP	09/25/12	09/25/12	Tue Prime B NCIS: Los Angeles	CM	Tue 9-10p	-T-----	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
NCIS: LOS ANGELES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$18,000.00		0.00						
N 8	WTSP	09/22/12	09/22/12	Sat 730-8p Jeopardy	CM	Sat 730-8p	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
48 HOURS MYSTERY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$800.00		0.00						
Totals													8	\$89,600.00	